

Business.gov Monthly Update –November 2006

Feedback from the public

“Fantastic job setting up the Business.gov web site. Now the small business owners have a TRUE “one-stop-shop” to assist them through the myriad of government hierarchy in finding necessary regulatory compliance information. Now, instead of spending critical time complying and researching laws and regulations, the small business owner can concentrate on starting, growing and living the American Dream of Life, Liberty and the pursuit of Happiness.”

Joe Grossi
Veterans Business Journal (VBJ)

MONTHLY STATS

Customer Satisfaction Score (November): 68 (government benchmark is 72)

Hours Saved (July - November): ~6708 total hours saved for businesses

Visitors:
193,846 (November)

Quality of Search (July - November): 70 (government benchmark is 74)

Broken Links – 0%

UPCOMING EVENTS

Governance Board Meeting:
Tuesday, December 19, 2006,
10:00 – 11:00 am
SBA, Eisenhower Conference Room.

Advisory Group Meeting
Tuesday, January 16, 2007
1:00 – 2:30 pm
SBA, Eisenhower Conference Room.

November Accomplishments

The Business Gateway (BG) team successfully re-launched Business.gov on September 26, 2006 with a new focus on compliance assistance- providing easy, one-stop access to compliance contacts, information and federal forms across the U.S. government.

- Conducted Usability Testing- December 5, 6, and 8 with users who represent the target audience of small, medium, and large businesses. The goals included: test the search capabilities of the site to determine if the functionality and results match users’ needs and expectations, identify any enhancements related to search, and to gather feedback on additional design concepts.
- Developed site updates, refresh timelines, and functional requirements.
- Communication about redesign of Business.gov into a compliance-focused site was released by the North American Precise Syndicate (NAPS) to 10,000 newspapers, including 1,500 dailies and more than 8,500 weekly and other non-daily newspapers.
- Plan for 2007 outreach activity is being finalized.

Ongoing Activity

Ongoing BG activity includes the following:

- Research potential business to government data standards.
- Continue partnership with DOT
- Coordinate outreach efforts with Agencies for distribution of materials at conferences, conventions, and other events. Visit <http://www.business.gov/about/pmo> and click on *Outreach Materials* for information on how to order brochures and bookmarks and submit banner highlights.
- Continue putting production processes for change requests in place.

Business Case Update

SBA is making final adjustments to the FY08 Exhibit 300 response based upon comments received from OMB. SBA is scheduled to submit final FY08 Exhibit 300 to OMB by December 15, 2006.

Budget Update

Distribution of draft MOUs were sent to partner agencies on December 4, 2006. SBA should receive comments on draft MOUs by December 15, 2006 for finalization. Business Gateway is requesting agencies submit MOUs with your CIO’s signature by January 2, 2007.

CONTACT INFORMATION

Web: www.business.gov
Program Management Office: bgpmo@sba.gov
Nancy Sternberg, Program Manager: nancy.sternberg@sba.gov 202-205-6285
Program info: http://www.business.gov/general/pmo_doc/pmo_documents.html